JOURNAL OF INTERACTIVE MARKETING

CUMULATIVE INDEXES TO VOLUMES SIXTEEN THROUGH EIGHTEEN 2002–2004

CUMULATIVE AUTHOR INDEX JOURNAL OF INTERACTIVE MARKETING VOLUMES SIXTEEN THROUGH EIGHTEEN

A

Ancarani, Fabio
Case Study: Symbian: Customer Interaction Through Collaboration and Competition in a Convergent Industry, 17:1

Ariely, Dan
Auction Fever: The Effect of Opponents and Quasi-Endowment on Product Valuations, 18:4

Arpan, Laura M.
At the Movies, on the Web: An Investigation of the Effects of Entertaining and Interactive Web Content on Site and Brand Evaluations, 17:4

B

Bagozzi, Richard P.
Intentional Social Action in Virtual Communities, 16:2

Barwise, Patrick
Permission-Based Mobile Advertising, 16:1

Baye, Michael R.
Temporal Price Dispersion: Evidence from an Online Consumer Electronics Market, 18:4

Beatty, Sharon E.
Signaling the Trustworthiness of Small Online Retailers, 18:1

Berger, Paul D.
A Belief-Updating Process for Minimizing Waiting Time in Multiple Waiting-Time Events: Application in Website Design, 17:4

Bhatia, G. Krishan
Marketplace: Windows Into the Future: How Lessons From Hollywood Will Shape the Music Industry, 17:2

Billingsley, Walter
Case Study: The goReader Launch: Developing Marketing Strategy for an Innovative Education Technology, 16:1

Biswas, Abhijit
The Diagnostic Role of Signals in the Context of Perceived Risks in Online Shopping: Do Signals Matter More on the Web?, 18:3

Biswas, Dipayan
The Diagnostic Role of Signals in the Context of Perceived Risks in Online Shopping: Do Signals Matter More on the Web?, 18:3

Bohling, Timothy
Marketplace: Customer Lifetime Value Approaches and Best Practice Applications, 18:3

Bradley, Stephen P.
Case Study: NTT DoCoMo: The Future of the Wireless Internet? 16:2

Brem, Lisa
Case Study: Customer Profitability and Customer Relationship Management at RBC Financial Group, 16:3

Case Study: Internet Customer Acquisition Strategy at Bankinter, 17:3

Brill, Dale A.
At the Movies, on the Web: An Investigation of the Effects of Entertaining and Interactive Web Content on Site and Brand Evaluations, 17:4

Brill, Tracey
Case Study: The goReader Launch: Developing Marketing Strategy for an Innovative Education Technology, 16:1

Bruce, Norris
Seller Rating, Price, and Default in Online Auctions, 18:4

Burton, Scot
Advertised Reference Prices in an Internet Environment: Effects on Consumer Price Perceptions and Channel Search Intentions, 17:2

C

Cao, Yong
The Influence of Pre- and Post-Purchase Service on Prices in the Online Book Market, 18:4

Carroll, Brian
Price of Privacy: Selling Consumer Databases in Bankruptcy, 16:3

Chakraborty, Goutam
An Empirical Investigation of Antecedents of B2B Websites' Effectiveness, 16:4

Chang, Dae Ryun
A Model of Consumer Information Search and Online Network Externalities, 16:4

Cheng, Cathy
Should a Company Have Message Boards on Its Web Sites?, 17:3

Chiou, Jyh-Shen
Should a Company Have Message Boards on Its Web Sites?, 17:3

Choi, S. Chan
Expanding to Direct Channel: Market Coverages as Entry Barrier, 17:1

Coe, John M.
Marketplace: The Integration of Direct Marketing and Field Sales to Form a New B2B Sales Coverage Model, 18:2

Courtheoux, Richard J.
Analysis of List Segmentation Efficacy and Campaign Optimization, 18:1

Culnan, Mary. J.
Strategies for Reducing Online Privacy Risks: Why Consumers Read (or Don't Read) Online Privacy Notices, 18:3

D

Deichmann, Joel
Application of Multiple Adaptive Regression Splines (MARS) in Direct Response Modeling, 16:4

de Ruyter, Ko
Consumer Adoption of Wireless Services: Discovering the Rules, While Playing the Game, 18:2

Dholakia, Utpal M.
Intentional Social Action in Virtual Communities, 16:2

Dommeyer, Curt J.
What Consumers Know and What They Do: An Investigation of Consumer Knowledge, Awareness, and Use of Privacy Protection Strategies, 17:2

Dréze, Xavier
Internet Advertising: Is Anybody Watching? 17:4

Measurement of Online Visibility and Its Impact on Internet Traffic, 18:1

E

Eshghi, Abdolreza
Application of Multiple Adaptive Regression Splines (MARS) in Direct Response Modeling, 16:4

Eveleth, Daniel M.
Adaptive Selling in a Call Center Environment: A Qualitative Investigation, 16:1

F

Fader, Peter S.
Capturing Evolving Visit Behavior in Clickstream Data, 18:1

Farris, Paul W.
The Elasticity of Customer Value to Retention: The Duration of a Customer Relationship, 18:2

Ford, Gary T.
Consumer Search for Information in the Digital Age: An Empirical Study of Prepurchase Search for Automobiles, 17:3

Foxx, William
Signaling the Trustworthiness of Small Online Retailers, 18:1

G

Gatarski, Richard
Breed Better Banners: Design Automation Through On-Line Interaction, 16:1

Gay, Richard C.
Marketplace: Windows Into the Future: How Lessons From Hollywood Will Shape the Music Industry, 17:2

Gordon, Geoffrey L.
Trust and Customer Willingness to Provide Information in Database-Driven Relationship Marketing, 16:3

Gremler, Dwayne D.
Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?, 18:1

Grewal, Dhruv
The Effects of Buyer Identification and Purchase Timing on Consumers' Perceptions of Trust, Price Fairness, and Repurchase Intentions, 18:4

Gross, Barbara L.
What Consumers Know and What They Do: An Investigation of Consumer Knowledge, Awareness, and Use of Privacy Protection Strategies, 17:2

Gruca, Thomas S.
The Influence of Pre- and Post-Purchase Service on Prices in the Online Book Market, 18:4

Gupta, Sunil
Customers as Assets, 17:1

Gwinner, Kevin P.
Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?, 18:1

H

Hanna, Richard C.
A Belief-Updating Process for Minimizing Waiting Time in Multiple Waiting-Time Events: Application in Website Design, 17:4

Hansotia, Behram
Incremental Value Modeling, 16:3

Hardesty, David M.
The Effects of Buyer Identification and Purchase Timing on Consumers' Perceptions of Trust, Price Fairness, and Repurchase Intentions, 18:4

Haruvy, Ernan
Seller Rating, Price, and Default in Online Auctions, 18:4

Haughton, Dominique
Application of Multiple Adaptive Regression Splines (MARS) in Direct Response Modeling, 16:4

Hayes, Andrew
Marketplace: Next-Product-to-Buy Models for Cross-Selling Applications, 16:3

Heilman, Carrie M.
Determining the Appropriate Amount of Data for Classifying Consumers for Direct Marketing Purposes, 17:3

Hennig-Thurau, Thorsten
Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?, 18:1

Heyman, James E.
Auction Fever: The Effect of Opponents and Quasi-Endowment on Product Valuations, 18:4

Hill, Dan
Marketplace: Tell Me No Lies: Using Science to Connect with Consumers, 17:4

Honey, W. Ross
Marketplace: Windows Into the Future: How Lessons From Hollywood Will Shape the Music Industry, 17:2

Hussherr, François-Xavier
Internet Advertising: Is Anybody Watching? 17:4

Hwang, Hyunseok
A Model for Evaluating the Effectiveness of CRM Using the Balanced Scorecard, 17:2

I

Iyer, Gopalkrishnan R.
The Effects of Buyer Identification and Purchase Timing on Consumers' Perceptions of Trust, Price Fairness, and Repurchase Intentions, 18:4

J

Jain, Dipak
Customer Lifetime Value Research in Marketing: A Review and Future Directions, 16:2

Jap, Sandy D.
Introduction to the Special Issue on Online Pricing, 18:4

Jensen, Thomas
Advertised Reference Prices in an Internet Environment: Effects on Consumer Price Perceptions and Channel Search Intentions, 17:2

Joun, Hangun
A Model of Consumer Information Search and Online Network Externalities, 16:4

K

Kaefer, Frederick
Determining the Appropriate Amount of Data for Classifying Consumers for Direct Marketing Purposes, 17:3

Kees, Jeremy
Advertised Reference Prices in an Internet Environment: Effects on Consumer Price Perceptions and Channel Search Intentions, 17:2

Kim, Jonghyeuk
A Model for Evaluating the Effectiveness of CRM Using the Balanced Scorecard, 17:2

Klein, Lisa R.
Creating Virtual Product Experiences: The Role of Telepresence, 17:1

Consumer Search for Information in the Digital Age: An Empirical Study of Prepurchase Search for Automobiles, 17:3

Kleijnen, Mirella
Consumer Adoption of Wireless Services: Discovering the Rules, While Playing the Game, 18:2

Knott, Aaron
Marketplace: Next-Product-to-Buy Models for Cross-Selling Applications, 16:3

Kumar, V.
Marketplace: Customer Lifetime Value Approaches and Best Practice Applications, 18:3

L

Lala, Vishal
An Empirical Investigation of Antecedents of B2B Websites' Effectiveness, 16:4

Lehmann, Donald R.
Customers as Assets, 17:1

M

Mahajan, Vijay
Marketplace: Convergence Marketing, 16:2

Malthouse, Edward C.
Performance-Based Variable Selection for Scoring Models, 16:4

Marshall, Roger
An Experimental Study of the Role of Brand Strength in the Relationship Between the Medium of Communication and Perceived Credibility of the Message, 17:3

Martínez-Jerez, F. Asís
Case Study: Internet Customer Acquisition Strategy at Bankinter, 17:3

Mason, Charlotte H.
Case Study: Tuscan Lifestyles: Assessing Customer Lifetime Value, 17:4

Mathwick, Charla
Understanding the Online Consumer: A Typology of Online Relational Norms and Behavior, 16:1

Milne, George R.
Strategies for Reducing Online Privacy Risks: Why Consumers Read (or Don't Read) Online Privacy Notices, 18:3

Moe, Wendy W.
Capturing Evolving Visit Behavior in Clickstream Data, 18:1

Monroe, Kent B.
Price Communications in Online and Print Coupons: An Empirical Investigation, 18:4

Price Partitioning on the Internet, 18:4

Moon, Youngme
Case Study: Sony AIBO: The World's First Entertainment Robot, 16:4

Morgan, John
Temporal Price Dispersion: Evidence from an Online Consumer Electronics Market, 18:4

Morris, Linda
Adaptive Selling in a Call Center Environment: A Qualitative Investigation, 16:1

Muniz Jr., Albert M.
Case Study: The goReader Launch: Developing Marketing Strategy for an Innovative Education Technology, 16:1

Murphy, Jamie
Getting Permission: Exploring Factors Affecting Permission Marketing, 16:4

N

Naik, Prasad A.
Introduction to the Special Issue on Online Pricing, 18:4

Nantel, Jacques
Case Study: My Virtual Model: Virtual Reality Comes Into Fashion, 18:3

Narayanan, V. G.
Case Study: Customer Profitability and Customer Relationship Management at RBC Financial Group, 16:3

Case Study: Internet Customer Acquisition Strategy at Bankinter, 17:3

Neslin, Scott A.
Marketplace: Next-Product-to-Buy Models for Cross-Selling Applications, 16:3

Nysveen, Herbjørn
Building Brand Relationships Online: A Comparison of Two Interactive Applications, 16:3

O

Olson, Erik L.
Are Interactive Decision Aids Better than Passive Decision Aids? A Comparison with Implications for Information Providers on the Internet, 16:2

Orhun, Yesim
Auction Fever: The Effect of Opponents and Quasi-Endowment on Product Valuations, 18:4

P

Padgett, Dan
A Direct Comparative Framework of Customer Satisfaction: An Application to Internet Search Engines, 18:2

Pagani, Margherita
Determinants of Adoption of Third Generation Mobile Multimedia Services, 18:3

Pan, Xing
Price Dispersion on the Internet: A Review and Directions for Future Research, 18:4

Pashupati, Kartik
At the Movies, on the Web: An Investigation of the Effects of Entertaining and Interactive Web Content on Site and Brand Evaluations, 17:4

Pedersen, Per Egil
Building Brand Relationships Online: A Comparison of Two Interactive Applications, 16:3

Pfeifer, Phillip E.
The Elasticity of Customer Value to Retention: The Duration of a Customer Relationship, 18:2

Prahalad, C. K.
Co-Creation Experiences: The Next Practice in Value Creation, 18:3

R

Ramani, Girish
Marketplace: Customer Lifetime Value Approaches and Best Practice Applications, 18:3

Ramaswamy, Venkat
Co-Creation Experiences: The Next Practice in Value Creation, 18:3

Ramenofsky, Samuel D.
Determining the Appropriate Amount of Data for Classifying Consumers for Direct Marketing Purposes, 17:3

Raney, Arthur A.
At the Movies, on the Web: An Investigation of the Effects of Entertaining and Interactive Web Content on Site and Brand Evaluations, 17:4

Rao, Ram
Seller Rating, Price, and Default in Online Auctions, 18:4

Ratchford, Brian T.
Price Dispersion on the Internet: A Review and Directions for Future Research, 18:4

Redmond, William H.
Marketplace: The Potential Impact of Artificial Shopping Agents in E-Commerce Markets, 16:1

Rohm, Andrew J.
The Evolving Role of the Internet in Marketing Strategy: An Exploratory Study, 18:2

Roznowski, JoAnn L.
A Content Analysis of Mass Media Stories Surrounding the Consumer Privacy Issue 1990–2001, 17:2

Rukstales, Brad
Incremental Value Modeling, 16:3

S

Sandoval, Matthew
Case Study: NTT DoCoMo: The Future of the Wireless Internet? 16:2

Sayek, Selin
Application of Multiple Adaptive Regression Splines (MARS) in Direct Response Modeling, 16:4

Schäfers, Björn
Measuring Individual Friction Costs and Willingness-to-Pay via Name-Your-Own-Price Mechanisms, 18:4

Schoenbachler, Denise D.
Trust and Customer Willingness to Provide Information in Database-Driven Relationship Marketing, 16:3

Scholten, Patrick
Temporal Price Dispersion: Evidence from an Online Consumer Electronics Market, 18:4

Shankar, Venkatesh
Case Study: Symbian: Customer Interaction Through Collaboration and Competition in a Convergent Industry, 17:1

Editorial: A New Vision for the Journal, 17:1

Editorial: *JIM* Makes Great Strides During 2003, 17:4

A Strong Year for *JIM,* 18:4

Price Dispersion on the Internet: A Review and Directions for Future Research, 18:4

Shepard, David
Column: The Practitioner's Bottom Line, 17:1

Column: The Practitioner's Bottom Line, 17:2

Column: The Practitioner's Bottom Line, 17:3

Column: The Practitioner's Bottom Line, 17:4

Column: The Practitioner's Bottom Line, 18:1

Column: The Practitioner's Bottom Line, 18:2

Column: The Practitioner's Bottom Line, 18:3

Singh, Siddhartha S.
Customer Lifetime Value Research in Marketing: A Review and Future Directions, 16:2

Skiera, Bernd
Measuring Individual Friction Costs and Willingness-to-Pay via Name-Your-Own-Price Mechanisms, 18:4

Smith, Brett
Getting Permission: Exploring Factors Affecting Permission Marketing, 16:4

Sohn, Yong Seok
A Model of Consumer Information Search and Online Network Externalities, 16:4

Spann, Martin
Measuring Individual Friction Costs and Willingness-to-Pay via Name-Your-Own-Price Mechanisms, 18:4

Strong, Colin
Permission-Based Mobile Advertising, 16:1

Suh, Euiho
A Model for Evaluating the Effectiveness of CRM Using the Balanced Scorecard, 17:2

Sultan, Fareena
The Evolving Role of the Internet in Marketing Strategy: An Exploratory Study, 18:2

Supphellen, Magne
Building Brand Relationships Online: A Comparison of Two Interactive Applications, 16:3

Suri, Rajneesh
Price Communications in Online and Print Coupons: An Empirical Investigation, 18:4

Swaminathan, Srinivasan
Price Communications in Online and Print Coupons: An Empirical Investigation, 18:4

T

Teebagy, Nicholas
Application of Multiple Adaptive Regression Splines (MARS) in Direct Response Modeling, 16:4

Tezinde, Tito
Getting Permission: Exploring Factors Affecting Permission Marketing, 16:4

Thorbjørnsen, Helge
Building Brand Relationships Online: A Comparison of Two Interactive Applications, 16:3

Turnipseed, Fernanda Lucarelli
Advertised Reference Prices in an Internet Environment: Effects on Consumer Price Perceptions and Channel Search Intentions, 17:2

W

Walsh, Gianfranco
Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?, 18:1

Wang, Sijun
Signaling the Trustworthiness of Small Online Retailers, 18:1

Warren, David
An Empirical Investigation of Antecedents of B2B Websites' Effectiveness, 16:4

Weinberg, Bruce D.
A Belief-Updating Process for Minimizing Waiting Time in Multiple Waiting-Time Events: Application in Website Design, 17:4

Wetzels, Martin
Consumer Adoption of Wireless Services: Discovering the Rules, While Playing the Game, 18:2

Widing II, Robert E.
Are Interactive Decision Aids Better than Passive Decision Aids? A Comparison with Implications for Information Providers on the Internet, 16:2

Wind, Yoram
Marketplace: Convergence Marketing, 16:2

Winer, Russell S.
Editorial: A New Vision for the Journal, 17:1

Editorial: *JIM* Makes Great Strides During 2003, 17:4

A Strong Year for *JIM,* 18:4

WoonBong, Na
An Experimental Study of the Role of Brand Strength in the Relationship Between the Medium of Communication and Perceived Credibility of the Message, 17:3

Wu, Jianan
A Direct Comparative Framework of Customer Satisfaction: An Application to Internet Search Engines, 18:2

X

Xia, Lan
Price Partitioning on the Internet, 18:4

Y

Yoon, Sung-Joon
The Antecedents and Consequences of Trust in Online-Purchase Decisions, 16:2

Z

Zufryden, Fred
Measurement of Online Visibility and Its Impact on Internet Traffic, 18:1

CUMULATIVE ARTICLE INDEX JOURNAL OF INTERACTIVE MARKETING VOLUMES SIXTEEN THROUGH EIGHTEEN

A

Adaptive Selling in a Call Center Environment: A Qualitative Investigation (Eveleth, Daniel M.; with Morris, Linda), 16:1

Advertised Reference Prices in an Internet Environment: Effects on Consumer Price Perceptions and Channel Search Intentions (Jensen, Thomas; with Kees, Jeremy, Burton, Scot, and Turnipseed, Fernanda Lucarelli), 17:2

Analysis of List Segmentation Efficacy and Campaign Optimization (Courtheoux, Richard J.), 18:1

Antecedents and Consequences of Trust in Online-Purchase Decisions, The (Yoon, Sung-Joon), 16:2

Application of Multiple Adaptive Regression Splines (MARS) in Direct Response Modeling (Deichmann, Joel; with Eshghi, Abdolreza, Haughton, Dominique, Sayek, Selin, and Teebagy, Nicholas), 16:4

Are Interactive Decision Aids Better than Passive Decision Aids? A Comparison with Implications for Information Providers on the Internet (Olson, Erik L.; with Widing II, Robert E.), 16:2

At the Movies, on the Web: An Investigation of the Effects of Entertaining and Interactive Web Content on Site and Brand Evaluations (Raney, Arthur A.; with Arpan, Laura M., Pashupati, Kartik, and Brill, Dale A.), 17:4

Auction Fever: The Effect of Opponents and Quasi-Endowment on Product Valuations (Heyman, James E.; with Orhun, Yesim, and Ariely, Dan), 18:4

B

Belief-Updating Process for Minimizing Waiting Time in Multiple Waiting-Time Events: Application in Website Design, A (Weinberg, Bruce D.; with Berger, Paul D., and Hanna, Richard C.), 17:4

Breed Better Banners: Design Automation Through On-Line Interaction (Gatarski, Richard), 16:1

Building Brand Relationships Online: A Comparison of Two Interactive Applications (Thorbjørnsen, Helge; with Supphellen, Magne, Nysveen, Herbjørn, and Pedersen, Per Egil), 16:3

C

Capturing Evolving Visit Behavior in Clickstream Data (Moe, Wendy W.; with Fader, Peter S.), 18:1

Case Study: Customer Profitability and Customer Relationship Management at RBC Financial Group (Narayanan, V. G.; with Brem, Lisa), 16:3

Case Study: Internet Customer Acquisition Strategy at Bankinter (Martínez-Jerez, F. Asís; with Narayanan, V. G., and Brem, Lisa), 17:3

Case Study: My Virtual Model: Virtual Reality Comes Into Fashion (Nantel, Jacques), 18:3

Case Study: NTT DoCoMo: The Future of the Wireless Internet? (Bradley, Stephen P.; with Sandoval, Matthew), 16:2

Case Study: Sony AIBO: The World's First Entertainment Robot (Moon, Youngme), 16:4

Case Study: Symbian: Customer Interaction Through Collaboration and Competition in a Convergent Industry (Ancarani, Fabio; with Shankar, Venkatesh), 17:1

Case Study: The goReader Launch: Developing Marketing Strategy for an Innovative Education Technology (Muniz Jr., Albert M.; with Billingsley, Walter, and Brill, Tracey), 16:1

Case Study: Tuscan Lifestyles: Assessing Customer Lifetime Value (Mason, Charlotte H.), 17:4

Co-Creation Experiences: The Next Practice in Value Creation (Prahalad, C. K.; with Ramaswamy, Venkat), 18:3

Column: The Practitioner's Bottom Line (Shepard, David), 17:1

Column: The Practitioner's Bottom Line (Shepard, David), 17:2

Column: The Practitioner's Bottom Line (Shepard, David), 17:3

Column: The Practitioner's Bottom Line (Shepard, David), 17:4

Column: The Practitioner's Bottom Line (Shepard, David), 18:1

Column: The Practitioner's Bottom Line (Shepard, David), 18:2

Column: The Practitioner's Bottom Line (Shepard, David), 18:3

Consumer Adoption of Wireless Services: Discovering the Rules, While Playing the Game (Kleijnen, Mirella; with Ruyter, Ko de, and Wetzels, Martin), 18:2

Consumer Search for Information in the Digital Age: An Empirical Study of Prepurchase Search for Automobiles (Klein, Lisa R.; with Ford, Gary T.), 17:3

Content Analysis of Mass Media Stories Surrounding the Consumer Privacy Issue 1990–2001, A (Roznowski, JoAnn L.), 17:2

Creating Virtual Product Experiences: The Role of Telepresence (Klein, Lisa R.), 17:1

Customer Lifetime Value Research in Marketing: A Review and Future Directions (Jain, Dipak; with Singh, Siddhartha S.), 16:2

Customers as Assets (Gupta, Sunil; with Lehmann, Donald R.), 17:1

D

Determinants of Adoption of Third Generation Mobile Multimedia Services (Pagani, Margherita), 18:3

Determining the Appropriate Amount of Data for Classifying Consumers for Direct Marketing Purposes (Heilman, Carrie M.; with Kaefer, Frederick, and Ramenofsky, Samuel D.), 17:3

Diagnostic Role of Signals in the Context of Perceived Risks in Online Shopping: Do Signals Matter More on the Web?, The (Biswas, Dipayan; with Biswas, Abhijit), 18:3

Direct Comparative Framework of Customer Satisfaction: An Application to Internet Search Engines, A (Wu, Jianan; and Padgett, Dan), 18:2

E

Editorial: A New Vision for the Journal (Winer, Russell S.; with Shankar, Venkatesh), 17:1

Editorial: *JIM* Makes Great Strides During 2003 (Winer, Russell S.; with Shankar, Venkatesh), 17:4

Effects of Buyer Identification and Purchase Timing on Consumers' Perceptions of Trust, Price Fairness, and Repurchase Intentions, The (Grewal, Dhruv; with Hardesty, David M., and Iyer, Gopalkrishnan R.), 18:4

Elasticity of Customer Value to Retention: The Duration of a Customer Relationship, The (Pfeifer, Phillip E.; with Farris, Paul W.), 18:2

Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet? (Hennig-Thurau, Thorsten; with Gwinner, Kevin P., Walsh, Gianfranco, and Gremler, Dwayne D.), 18:1

Empirical Investigation of Antecedents of B2B Websites' Effectiveness, An (Chakraborty, Goutam; with Lala, Vishal, and Warren, David), 16:4

Evolving Role of the Internet in Marketing Strategy: An Exploratory Study, The (Sultan, Fareena; with Rohm, Andrew J.), 18:2

Expanding to Direct Channel: Market Coverages as Entry Barrier (Choi, S. Chan), 17:1

Experimental Study of the Role of Brand Strength in the Relationship Between the Medium of Communication and Perceived Credibility of the Message, An (Marshall, Roger; with WoonBong, Na), 17:3

G

Getting Permission: Exploring Factors Affecting Permission Marketing (Tezinde, Tito; with Smith, Brett, and Murphy, Jamie), 16:4

I

Incremental Value Modeling (Hansotia, Behram; with Rukstales, Brad), 16:3

Influence of Pre- and Post-Purchase Service on Prices in the Online Book Market, The (Cao, Yong; with Gruca, Thomas S.), 18:4

Intentional Social Action in Virtual Communities (Bagozzi, Richard P.; with Dholakia, Utpal M.), 16:2

Internet Advertising: Is Anybody Watching? (Drèze, Xavier; with Hussherr, François-Xavier), 17:4

Introduction to the Special Issue on Online Pricing (Jap, Sandy D.; with Naik, Prasad A.), 18:4

M

Marketplace: Convergence Marketing (Wind, Yoram; with Mahajan, Vijay), 16:2

Marketplace: Customer Lifetime Value Approaches and Best Practice Applications (Kumar, V.; with Ramani, Girish, and Bohling, Timothy), 18:3

Marketplace: Next-Product-to-Buy Models for Cross-Selling Applications (Knott, Aaron; with Hayes, Andrew, and Neslin, Scott A.), 16:3

Marketplace: Tell Me No Lies: Using Science to Connect with Consumers (Hill, Dan), 17:4

Marketplace: The Integration of Direct Marketing and Field Sales to Form a New B2B Sales Coverage Model (Coe, John M.), 18:2

Marketplace: The Potential Impact of Artificial Shopping Agents in E-Commerce Markets (Redmond, William H.), 16:1

Marketplace: Windows Into the Future: How Lessons From Hollywood Will Shape the Music Industry (Bhatia, G. Krishan; with Gay, Richard C., and Honey, W. Ross), 17:2

Measurement of Online Visibility and Its Impact on Internet Traffic (Drèze, Xavier; with Zufryden, Fred), 18:1

Measuring Individual Frictional Costs and Willingness-to-Pay via Name-Your-Own-Price Mechanisms (Spann, Martin; with Skiera, Bernd, and Schäfers, Björn), 18:4

Model for Evaluating the Effectiveness of CRM Using the Balanced Scorecard, A (Kim, Jonghyeok; with Suh, Euiho, and Hwang, Hyunseok), 17:2

Model of Consumer Information Search and Online Network Externalities, A (Sohn, Yong Seok; with Joun, Hangun, and Chang, Dae Ryun), 16:4

P

Performance-Based Variable Selection for Scoring Models (Malthouse, Edward C.), 16:4

Permission-Based Mobile Advertising (Barwise, Patrick; with Strong, Colin), 16:1

Price Communications in Online and Print Coupons: An Empirical Investigation (Suri, Rajneesh; with Swaminathan, Srinivasan, and Monroe, Kent B.), 18:4

Price Dispersion on the Internet: A Review and Directions for Future Research (Pan, Xing; with Ratchford, Brian T., and Shankar, Venkatesh), 18:4

Price of Privacy: Selling Consumer Databases in Bankruptcy (Carroll, Brian), 16:3

Price Partitioning on the Internet (Xia, Lan; with Monroe, Kent B.) 18:4

S

Seller Rating, Price, and Default in Online Auctions (Bruce, Norris; with Haruvy, Ernan, and Rao, Ram), 18:4

Should a Company Have Message Boards on Its Web Sites? (Chiou, Jyh-Shen; with Cheng, Cathy), 17:3

Signaling the Trustworthiness of Small Online Retailers (Wang, Sijun; with Beatty, Sharon E., and Foxx, William), 18:1

Strategies for Reducing Online Privacy Risks: Why Consumers Read (or Don't Read) Online Privacy Notices (Milne, George R.; with Culnan, Mary J.), 18:3

Strong Year for *JIM*, A (Winer, Russell S.; with Shankar, Venkatesh), 18:4

T

Temporal Price Dispersion: Evidence from an Online Consumer Electronics Market (Baye, Michael R.; Morgan, John, and Scholten, Patrick), 18:4

Trust and Customer Willingness to Provide Information in Database-Driven Relationship Marketing (Schoenbachler, Denise D.; with Gordon, Geoffrey L.), 16:3

U

Understanding the Online Consumer: A Typology of Online Relational Norms and Behavior (Mathwick, Charla), 16:1

W

What Consumers Know and What They Do: An Investigation of Consumer Knowledge, Awareness, and Use of Privacy Protection Strategies (Dommeyer, Curt J.; with Gross, Barbara L.), 17:2